



## Advertising and Integrated Marketing Solutions (AIMS)

**Contract Number: GS-07F-079CA**

**Contract Period: February 6, 2015 – February 5, 2020**

**Contractor:**

**Zenetex, LLC**

13800 Coppermine Road, Suite 307

Herndon, VA 20171

[www.zenetex.com](http://www.zenetex.com)

Phone: 703-657-0179

Fax: 877-211-0004

DUNS: 125368121

**Special Item Numbers (SINs):**

541-1	Advertising Services	541-4D	Conference, Events and Tradeshow Planning Services
541-2	Public Relations Services	541-4E	Commercial Photography Services
541-3	Web Based Marketing Services	541-4F	Commercial Art and Graphic Design Services
541-4A	Market Research and Analysis	541-5	Integrated Marketing Services
541-4B	Video/Film Production	541-1000	Other Direct Costs
541-4C	Exhibit Design and Implementation Services		



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Federal Supply Services

***Authorized Federal Supply Schedule Price List***

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!®, a menu-driven database system. The INTERNET address for GSA Advantage!® is:

<http://www.gsaadvantage.gov>.

**Advertising and Integrated Marketing Solutions (AIMS)**

Federal Supply  
Schedule 541 FSC  
Group 541

**SCHEDULE TITLE**

Solicitation No **7FCB-H2-070541-B**, for Multiple Award Schedule 541, entitled Advertising & Integrated Marketing Solutions (AIMS)

**CONTRACT NUMBER**

**GS-07F-079CA**

**CONTRACT PERIOD**

**Feb 6, 2015 through Feb 5, 2020**

**CONTRACTOR**

Zenetex, LLC  
13800 Coppermine  
Road, Suite 307  
Herndon, VA 20171

[www.zenetex.com](http://www.zenetex.com)

DUNS : 125368121

Phone: 703-657-0179

Fax: 877-211-0004

**CONTRACTOR'S ADMINISTRATION SOURCE**

Jeffrey L. McDermott, Vice President, Contracts



13800 Coppermine Road, Suite 307

Herndon, VA 20171

Phone: 703-657-0179 Fax: 877-211-0004 [E-mail: jeff.mcdermott@zenetex.com](mailto:jeff.mcdermott@zenetex.com)

**BUSINESS SIZE**

LARGE

**SOCIOECONOMIC INDICATORS**

LARGE

**CUSTOMER INFORMATION****1a Table of Awarded Special Item Numbers (SINs)**

<b>SIN</b>	<b>DESCRIPTION</b>
541-1	Advertising Services
541-2	Public Relations Services
541-3	Web Based Marketing Services
541-4A	Market Research and Analysis
541-4B	Video/Film Production
541-4C	Exhibit Design and Implementation Services
541-4D	Conference, Events and Tradeshow Planning Services
541-4E	Commercial Photography Services
541-4F	Commercial Art and Graphic Design Services
541 5	Integrated Marketing Services
541-1000	Other Direct Costs

**1b Lowest Priced Model Number and Price For Each SIN:  
(Government net price based on a unit of one)**

See Below.

**1c Hourly Rates:**

See Below.

**2. Maximum Order\*: \$1 million per SIN**

\*Ordering activities may request a price reduction at any time before placing an order, establishing a BPA, or in conjunction with the annual BPA review. However, the ordering activity shall seek a price reduction when the order or BPA exceeds the simplified acquisition threshold. Schedule contractors are not required to pass on to all schedule users a price reduction extended only to an individual ordering activity for a specific order or BPA.

**3. Minimum Order: \$100.00****4. Geographic Coverage: Worldwide****5. Point(S) Of Production: services is NA****6. Discount From List Prices: GSA Net Prices are shown on the attached GSA Pricelist. Negotiated discount has been applied and the IFF has been added.****7. Quantity Discount(S): NA**

8. **Prompt Payment Terms:** Net 30 Days Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.
- 9.a **Government Purchase Cards must be accepted at or below the micro-purchase threshold.**
- 9.b **Government Purchase Cards are NOT accepted above the micro-purchase threshold.**
10. **Foreign Items:** None.
- 11a **Time Of Delivery:** In accordance with task order.
- 11b **Expedited Delivery:** None Offered.
- 11c **Overnight And 2-Day Delivery:** None Offered.
- 11d **Urgent Requirements:** Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.
12. **FOB Point:** Destination.
- 13a **Ordering Address:** same.
- 13b **Ordering Procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in FAR 8.405-3.
14. **Payment Address:** Same as contractor.
15. **Warranty Provision:** Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.
16. **Export Packing Charges:** None.
17. **Terms And Conditions Of Government Purchase Card Acceptance:** Not above micro purchase threshold.
18. **Terms And Conditions Of Rental, Maintenance, And Repair (If Applicable):** N/A
19. **Terms And Conditions Of Installation (If Applicable):** N/A
20. **Terms And Conditions Of Repair Parts Indicating Date Of Parts Price Lists And Any Discounts From List Prices (If Available):** N/A
- 20a. **Terms And Conditions For Any Other Services (If Applicable):** N/A
21. **List Of Service And Distribution Points (If Applicable):** N/A
22. **List Of Participating Dealers (If Applicable):** N/A
23. **Preventive Maintenance (If Applicable):** N/A



- 24a Special Attributes Such As Environmental Attributes (E.G. Recycled Content, Energy Efficiency, And/Or Reduced Pollutants):** N/A
- 24b Section 508 Compliance For EIT:** as applicable.
- 25. Duns Number:** 125368121.
- 26. Notification Regarding Registration In System For Award Management (SAM) Database:** Contractor has an Active Registration in the SAM database.

**LABOR RATES**

Labor/Task Pricing									
SIN(s) PROPOSED	SERVICE PROPOSED (e.g. Labor Category or Job Title/Task)	CONTRACTOR OR CUSTOMER SITE	DOMESTIC OR OVERSEAS	UNIT OF ISSUE (e.g. Hour, Task, Sq ft)	PRICE OFFERED TO GSA 2/6/15 - 2/5/16	PRICE OFFERED TO GSA 2/6/16 - 2/5/17	PRICE OFFERED TO GSA 2/6/17 - 2/5/18	PRICE OFFERED TO GSA 2/6/18 - 2/5/19	PRICE OFFERED TO GSA 2/6/19 - 2/5/20
All	Director I	Both	Domestic Only	Hourly	\$ 148.09	\$ 151.49	\$ 154.98	\$ 158.54	\$ 162.19
All	Director II	Both	Domestic Only	Hourly	\$ 169.16	\$ 173.05	\$ 177.03	\$ 181.10	\$ 185.26
All	Director III	Both	Domestic Only	Hourly	\$ 219.90	\$ 224.96	\$ 230.13	\$ 235.42	\$ 240.84
All	Program Manager I	Both	Domestic Only	Hourly	\$ 109.39	\$ 111.91	\$ 114.48	\$ 117.12	\$ 119.81
All	Program Manager II	Both	Domestic Only	Hourly	\$ 144.25	\$ 147.57	\$ 150.97	\$ 154.44	\$ 157.99
All	Program Manager III	Both	Domestic Only	Hourly	\$ 177.22	\$ 181.30	\$ 185.47	\$ 189.73	\$ 194.09
All	Project Manager I	Both	Domestic Only	Hourly	\$ 79.00	\$ 80.81	\$ 82.67	\$ 84.57	\$ 86.52
All	Project Manager II	Both	Domestic Only	Hourly	\$ 104.71	\$ 107.12	\$ 109.58	\$ 112.10	\$ 114.68
All	Project Manager III	Both	Domestic Only	Hourly	\$ 151.87	\$ 155.36	\$ 158.93	\$ 162.59	\$ 166.33
All	Program Analyst I	Both	Domestic Only	Hourly	\$ 68.39	\$ 69.97	\$ 71.58	\$ 73.22	\$ 74.91
All	Program Analyst II	Both	Domestic Only	Hourly	\$ 89.35	\$ 91.40	\$ 93.50	\$ 95.66	\$ 97.86
All	Program Analyst III	Both	Domestic Only	Hourly	\$ 113.54	\$ 116.15	\$ 118.82	\$ 121.55	\$ 124.35
All	Analyst I	Both	Domestic Only	Hourly	\$ 59.16	\$ 60.52	\$ 61.91	\$ 63.33	\$ 64.79
All	Analyst II	Both	Domestic Only	Hourly	\$ 83.80	\$ 85.72	\$ 87.70	\$ 89.71	\$ 91.78
All	Analyst III	Both	Domestic Only	Hourly	\$ 105.67	\$ 108.10	\$ 110.59	\$ 113.13	\$ 115.73
All	Tech Writer I	Both	Domestic Only	Hourly	\$ 49.08	\$ 50.21	\$ 51.37	\$ 52.55	\$ 53.76
All	Tech Writer II	Both	Domestic Only	Hourly	\$ 62.01	\$ 63.44	\$ 64.90	\$ 66.39	\$ 67.92
All	Tech Writer III	Both	Domestic Only	Hourly	\$ 66.51	\$ 68.04	\$ 69.60	\$ 71.20	\$ 72.84
All	Management Analyst I	Both	Domestic Only	Hourly	\$ 43.02	\$ 44.01	\$ 45.02	\$ 46.06	\$ 47.12
All	Management Analyst II	Both	Domestic Only	Hourly	\$ 52.07	\$ 53.27	\$ 54.50	\$ 55.75	\$ 57.03
All	Management Analyst III	Both	Domestic Only	Hourly	\$ 62.16	\$ 63.59	\$ 65.05	\$ 66.55	\$ 68.08
All	Instructional Designer I	Both	Domestic Only	Hourly	\$ 79.38	\$ 81.20	\$ 83.07	\$ 84.98	\$ 86.94
All	Instructional Designer II	Both	Domestic Only	Hourly	\$ 88.62	\$ 90.66	\$ 92.75	\$ 94.88	\$ 97.06
All	Instructional Designer III	Both	Domestic Only	Hourly	\$ 102.05	\$ 104.40	\$ 106.80	\$ 109.26	\$ 111.77
All	Subject Matter Expert I	Both	Domestic Only	Hourly	\$ 136.51	\$ 139.65	\$ 142.87	\$ 146.15	\$ 149.51
All	Subject Matter Expert II	Both	Domestic Only	Hourly	\$ 153.70	\$ 157.24	\$ 160.86	\$ 164.56	\$ 168.34
All	Subject Matter Expert III	Both	Domestic Only	Hourly	\$ 171.73	\$ 175.68	\$ 179.72	\$ 183.85	\$ 188.08
All	Graphics Specialist I	Both	Domestic Only	Hourly	\$ 74.80	\$ 76.53	\$ 78.29	\$ 80.09	\$ 81.93
All	Administrative Specialist I	Both	Domestic Only	Hourly	\$ 36.46	\$ 37.30	\$ 38.16	\$ 39.04	\$ 39.94
All	Administrative Specialist II	Both	Domestic Only	Hourly	\$ 42.01	\$ 42.97	\$ 43.96	\$ 44.97	\$ 46.01
All	Administrative Specialist III	Both	Domestic Only	Hourly	\$ 53.39	\$ 54.62	\$ 55.88	\$ 57.16	\$ 58.48
All	Business Analyst I	Both	Domestic Only	Hourly	\$ 81.03	\$ 82.89	\$ 84.80	\$ 86.75	\$ 88.75
All	Business Analyst II	Both	Domestic Only	Hourly	\$ 100.99	\$ 103.31	\$ 105.69	\$ 108.12	\$ 110.60
All	Business Analyst III	Both	Domestic Only	Hourly	\$ 123.53	\$ 126.38	\$ 129.28	\$ 132.26	\$ 135.30
All	Consultant I	Both	Domestic Only	Hourly	\$ 101.62	\$ 103.96	\$ 106.35	\$ 108.80	\$ 111.30
All	Consultant II	Both	Domestic Only	Hourly	\$ 153.70	\$ 157.24	\$ 160.86	\$ 164.56	\$ 168.34
All	Consultant III	Both	Domestic Only	Hourly	\$ 172.92	\$ 176.90	\$ 180.96	\$ 185.13	\$ 189.38

**SIN 541-1000 OTHER DIRECT COSTS**

<b>Other Direct Costs (ODCs)</b>			
<b>Products, Services and Labor acquired from a third party. Other Direct Costs are established at Not-To-Exceed Amounts</b>			
<b>SIN(s) PROPOSED</b>	<b>SUPPORT PRODUCT/ LABOR (ODCs)</b>	<b>UNIT OF ISSUE (e.g. Hour, Task, Sq ft)</b>	<b>CEILING PRICE/RATE OFFERED TO GSA 2/6/15 - 2/5/20</b>
			\$ -
541-1000	(1) Subway Station Advertising (large poster)	Metro Station	\$ 130,970.23
541-1000	(2) Online Advertising	Target	\$ 2,745.59
541-1000	(3) Telephone Survey (300 respondents, 10 questions)	Each	\$ 10,652.90
541-1000	(4) Telephone Survey (300 respondents, 20 questions)	Each	\$ 14,496.73
541-1000	(5) Online Survey (300 respondents, 10 questions)	Each	\$ 6,479.60
541-1000	(6) Online Survey (300 respondents, 20 questions)	Each	\$ 7,358.19
541-1000	(7) Video Pre and Production (over 10 minutes)	Each	\$ 137,279.60
541-1000	(8) Video Post Production (over 10 minutes)	Each	\$ 137,279.60
541-1000	(9) Video Pre and Post Production (under 5 minutes)	Each	\$ 10,982.37
541-1000	(10) Step and Repeat Banner/Stand	Each	\$ 425.07
541-1000	(11) Table Banner (72" x 45")	Each	\$ 171.89
541-1000	(12) Politico Subscription	Semi-Annual	\$ 6,358.57
541-1000	(13) Lexis Nexis Subscription	Monthly	\$ 567.04
541-1000	(14) Cision Subscription	Annual	\$ 24,776.22
541-1000	(15) TV Eyes Subscription	Annual	\$ 3,953.65
541-1000	(16) PR Newswire Membership	Annual	\$ 226.47
541-1000	(17) Press Release (Global, Mobile, Measurable)	Each	\$ 999.40

## **LABOR CATEGORY DESCRIPTIONS**

### **DIRECTOR I, II, III**

#### **DIRECTOR I:**

##### **Minimum Education**

B.S. degree. Eight (8) years specialized experience may be substituted for education.

##### **Minimum Experience**

Minimum of six (6) years relevant experience managing one major Program or multiple concurrent medium to large complex Projects, from contract start to contract end.

##### **Functional Responsibility:**

Director I will provide the following:

- Demonstrated ability to provide strategic guidance and direction in designing, implementing and managing business operations and process improvement.
- Manage multiple projects of high complexity.
- Recognized subject matter knowledge in one or more Zenetex solution areas.
- Extensive experience in design, implementation and management of business operations, improvements or strategy projects.
- Interfaces with the client on strategic issues.

#### **DIRECTOR II:**

##### **Minimum Education**

B.S. degree. Eight (8) years specialized experience may be substituted for education.

##### **Minimum Experience**

Minimum of ten (10) years relevant experience managing two or more large programs or concurrent management of multiple complex projects, from contract start to contract end.

##### **Functional Responsibility:**

Director II will provide the following:

- Demonstrated ability to provide strategic guidance and direction in designing, implementing and managing business operations and process improvement.
- Manage multiple projects of high complexity.
- Recognized subject matter knowledge in one or more Zenetex solution areas.
- Extensive experience in design, implementation and management of business operations, improvements or strategy projects.
- Interfaces with the client on strategic issues.

**DIRECTOR III:****Minimum Education**

B.S. degree. Eight (8) years specialized experience may be substituted for education.

**Minimum Experience**

Minimum of fourteen (14) years relevant experience managing two or more large programs or concurrent management of multiple complex projects, from contract start to contract end.

**Functional Responsibility:**

Director III will provide the following:

- Demonstrated ability to provide strategic guidance and direction in designing, implementing and managing business operations and process improvement.
- Manage multiple projects of high complexity.
- Recognized subject matter knowledge in one or more Zenetex solution areas.
- Extensive experience in design, implementation and management of business operations, improvements or strategy projects.
- Interfaces with the client on strategic issues.

**PROGRAM MANAGER I, II, III****PROGRAM MANAGER I:****Minimum Education**

B.S. degree in business, communications, or related field. Eight (8) years specialized experience may be substituted for education.

**Minimum Experience**

Minimum of eight (8) years relevant experience managing one large program or concurrent management of multiple complex projects, from contract start to contract end.

**Functional Responsibility:**

Serves as the contractor's contract manager, and shall be the contractor's authorized interface with the Government Contracting Officer (CO), the Contracting Officer's Representative (COR), government management personnel and customer agency representatives. Responsible for formulating and enforcing work standards, assigning contractor schedules, reviewing work discrepancies, supervising contractor personnel and communicating policies, purposes, and goals of the organization to subordinates. Shall be responsible for the overall contract performance and shall not serve in any other capacity.

Additionally, a Program Manager will provide the following:

- Coordinate planning, development, testing, and implementation of project to ensure timely deliverables, project success and quality
- Provide work direction, project status, and feedback to all team members and assist them in issue resolution

- Design and develop deliverables per client needs and expectations and present potential concepts
- Assist in the identification, assessment and resolution of issues and problems
- Communicate with clients throughout the life of the project, informing them of progress and watching for changes in scope and expectations
- Balance and prioritize project work to ensure critical items are addressed
- Ensure high quality deliverables are produced while working within budget and meeting deadlines

## **PROGRAM MANAGER II:**

### **Minimum Education**

B.S. degree in business, communications, or related field. Eight (8) years specialized experience may be substituted for education.

### **Minimum Experience**

Minimum of ten (10) years relevant experience managing two or more large programs or concurrent management of multiple complex programs, from contract start to contract end.

### **Functional Responsibility:**

Serves as the contractor's contract manager, and shall be the contractor's authorized interface with the Government Contracting Officer (CO), the Contracting Officer's Representative (COR), government management personnel and customer agency representatives. Responsible for formulating and enforcing work standards, assigning contractor schedules, reviewing work discrepancies, supervising contractor personnel and communicating policies, purposes, and goals of the organization to subordinates. Shall be responsible for the overall contract performance and shall not serve in any other capacity.

Additionally, a Program Manager will provide the following:

- Coordinate planning, development, testing, and implementation of project to ensure timely deliverables, project success and quality
- Provide work direction, project status, and feedback to all team members and assist them in issue resolution
- Design and develop deliverables per client needs and expectations and present potential concepts
- Assist in the identification, assessment and resolution of issues and problems
- Communicate with clients throughout the life of the project, informing them of progress and watching for changes in scope and expectations
- Balance and prioritize project work to ensure critical items are addressed
- Ensure high quality deliverables are produced while working within budget and meeting deadlines

## **PROGRAM MANAGER III:**

### **Minimum Education**

B.S. degree in business, communications, or related field. Eight (8) years specialized experience may be substituted for education.

**Minimum Experience**

Minimum of fourteen (14) years relevant experience managing two or more large programs or concurrent management of multiple complex programs, from contract start to contract end.

**Functional Responsibility:**

Serves as the contractor's contract manager, and shall be the contractor's authorized interface with the Government Contracting Officer (CO), the Contracting Officer's Representative (COR), government management personnel and customer agency representatives. Responsible for formulating and enforcing work standards, assigning contractor schedules, reviewing work discrepancies, supervising contractor personnel and communicating policies, purposes, and goals of the organization to subordinates. Shall be responsible for the overall contract performance and shall not serve in any other capacity.

Additionally, a Program Manager will provide the following:

- Coordinate planning, development, testing, and implementation of project to ensure timely deliverables, project success and quality
- Provide work direction, project status, and feedback to all team members and assist them in issue resolution
- Design and develop deliverables per client needs and expectations and present potential concepts
- Assist in the identification, assessment and resolution of issues and problems
- Communicate with clients throughout the life of the project, informing them of progress and watching for changes in scope and expectations
- Balance and prioritize project work to ensure critical items are addressed
- Ensure high quality deliverables are produced while working within budget and meeting deadlines

**PROJECT MANAGER I, II, III****PROJECT MANAGER I:****Minimum Education**

B.S. degree. Eight (8) years specialized experience may be substituted for education.

**Minimum Experience**

Minimum of five (5) years relevant experience managing one large project or concurrent management of multiple complex Task Orders, from contract start to contract end.

**Functional Responsibility:**

Additionally, a Project Manager will provide the following:

- Ability to manage personnel, both office and production from qualitative and quantitative aspects.

- Ability to read proposals and contracts to determine scope of work and project plans.
- Assigns job responsibility and supervises the process and personnel assigned for performance of required tasks, quality of work, output of client product in conformance with agreed standards of content, quality and timeliness, and achievement of project plan.
- Manages client expectations within the framework of the engagement to assure a mutually satisfactory result.
- Assures consistent profitability of the work performed on assigned projects.
- Works closely with the Quality Assurance Manager to assure that all projects are meeting expected quality and timing standards at all phases and milestones of the projects.

## **PROJECT MANAGER II:**

### **Minimum Education**

B.S. degree. Eight (8) years specialized experience may be substituted for education.

### **Minimum Experience**

Minimum of eight (8) years relevant experience managing two or more large projects or concurrent management of multiple complex Task Orders, from contract start to contract end.

### **Functional Responsibility:**

Additionally, a Project Manager will provide the following:

- Ability to manage personnel, both office and production from qualitative and quantitative aspects.
- Ability to read proposals and contracts to determine scope of work and project plans.
- Assigns job responsibility and supervises the process and personnel assigned for performance of required tasks, quality of work, output of client product in conformance with agreed standards of content, quality and timeliness, and achievement of project plan.
- Manages client expectations within the framework of the engagement to assure a mutually satisfactory result.
- Assures consistent profitability of the work performed on assigned projects.
- Works closely with the Quality Assurance Manager to assure that all projects are meeting expected quality and timing standards at all phases and milestones of the projects.

## **PROJECT MANAGER III:**

### **Minimum Education**

B.S. degree. Eight (8) years specialized experience may be substituted for education.

### **Minimum Experience**

Minimum of ten (10) years relevant experience managing two or more large projects or concurrent management of multiple complex Task Orders, from contract start to contract end.

### **Functional Responsibility:**

Additionally, a Project Manager will provide the following:



- Ability to manage personnel, both office and production from qualitative and quantitative aspects.
- Ability to read proposals and contracts to determine scope of work and project plans.
- Assigns job responsibility and supervises the process and personnel assigned for performance of required tasks, quality of work, output of client product in conformance with agreed standards of content, quality and timeliness, and achievement of project plan.
- Manages client expectations within the framework of the engagement to assure a mutually satisfactory result.
- Assures consistent profitability of the work performed on assigned projects.
- Works closely with the Quality Assurance Manager to assure that all projects are meeting expected quality and timing standards at all phases and milestones of the projects.

## **PROGRAM ANALYST I, II, III**

### **PROGRAM ANALYST I**

#### **Minimum Education:**

A.A. or A.S. Degree. Four (4) years specialized experience may be substituted for education.

#### **Minimum/General Experience:**

Minimum of two (2) years of experience and knowledge of or certification in specific applications or processes may be required in the following areas: Web technologies, design technologies, specific programming languages, authoring languages and systems, processes, and tools.

#### **Functional Responsibility:**

Tests assigned software units to ensure accurate design; evaluates, reports, and corrects any discrepancies found during the testing process; configures computers and other peripherals; makes software changes when needed; codes programs to improve program effectiveness and efficiency; works with customers/clients to identify and solve programming problems; creates, modifies, and maintains new software applications as assigned; troubleshoots various software products to determine source of errors; prepares and updates operating procedures, specifications, and other documentation of various software products; may assist in the design and development of computer-based and/or multimedia courseware for customer training initiatives; installs software products on computer hardware.

### **PROGRAM ANALYST II**

#### **Minimum Education:**

B.S. Degree. Eight (8) years specialized experience may be substituted for education.

#### **Minimum/General Experience:**

Minimum of four (4) years of experience and knowledge of or certification in specific applications or processes may be required in the following areas: Web technologies, design

technologies, specific programming languages, authoring languages and systems, processes, and tools.

**Functional Responsibility:**

Generates new code and corrects, converts, and/or modifies existing code to meet documented standards; designs new and/or redesigns and maintains existing software products; identifies client needs and requirements based on evaluation of client documentation and interviews; performs data and technical analysis; performs a variety of testing procedures on assigned products, analyzes test results, and corrects problems; prepares test scripts and descriptions and examines to locate necessary modifications; analyzes and modifies program specifications and documentation to support contract requirements; may design and develop computer-based and/or multimedia courseware for customer training initiatives utilizing appropriate authoring languages, systems, animation and graphics software; provides customer support to clients and troubleshoots problems.

**PROGRAM ANALYST III****Minimum Education:**

B.S. Degree. Eight (8) years specialized experience may be substituted for education.

**Minimum/General Experience:**

Eight (8) years of experience and knowledge of specific applications or processes may be required in the following areas: Web technologies, design technologies, specific programming languages, authoring languages and systems, processes, and tools.

**Functional Responsibility:**

Programs, designs, analyzes, codes, implements, and tests software applications and modules in various languages, including business software systems and applications; provides network support including providing technical solutions and training; writes, modifies, and maintains software documentation and specifications; performs integration testing and support of various computer operating and/or network systems; installs, configures, and troubleshoots various hardware and software platforms; analyzes and documents client needs and requirements; may train other programmer/analysts; develops product documentation to describe system requirements and use; may design and develop computer-based and/or multimedia courseware for customer training initiatives utilizing appropriate authoring languages, systems, animation and graphics software; participates in meeting; prepares reports on analyses, findings, and project progress; performs technical research on emerging technologies to determine impacts on application execution.

**ANALYST I, II, III****ANALYST I****Minimum Education:**

**A.A. or A.S. Degree.** Four (4) years specialized experience may be substituted for education.

**Minimum/General Experience:**

Minimum of two (2) years of experience and knowledge of or certification in specific applications or processes may be required in the following areas: Research, general writing, web technologies, design technologies, specific programming languages, authoring languages and systems, processes, and tools.

**Functional Responsibility:** The Analyst I provided research and related support services to the project team specific to each project requirements. These may include among other functional areas:

- Market research
- Demographic/Geographic/Psychographic research
- Statistical research
- Subject background research
- Public opinion and behavior research
- Product research
- Policy research
- General information research
- General Writing

**ANALYST II****Minimum Education:**

B.S. Degree. Eight (8) years specialized experience may be substituted for education.

**Minimum/General Experience:**

Minimum of four (4) years of experience and knowledge of or certification in specific applications or processes may be required in the following areas: Research, web technologies, design technologies, specific programming languages, authoring languages and systems, processes, and tools.

**Functional Responsibility:** The Analyst II provides research and related support services to the project team specific to each project requirements. These may include among other functional areas:

- Market research
- Demographic/Geographic/Psychographic research
- Statistical research
- Subject background research

- Public opinion and behavior research
- Product research
- Policy research
- General information research

### **ANALYST III**

#### **Minimum Education:**

B.S. Degree. Eight (8) years specialized experience may be substituted for education.

#### **Minimum/General Experience:**

Minimum of eight (8) years of experience and knowledge of or certification in specific applications or processes may be required in the following areas: Research, web technologies, design technologies, specific programming languages, authoring languages and systems, processes, and tools.

**Functional Responsibility:** The Analyst III provides research and related support services to the project team specific to each project requirements. These may include among other functional areas:

- Market research
- Demographic/Geographic/Psychographic research
- Statistical research
- Subject background research
- Public opinion and behavior research
- Product research
- Policy research
- General information research
- General direction and oversight of Analyst I and Analyst II

### **TECH WRITER I, II, III**

#### **TECH WRITER I**

#### **Minimum Education:**

AA or AS degree. Two years specialized experience may be substituted for education.

#### **Minimum/General Experience:**

A minimum of three (3) years of experience, of which at least one must be specialized. Specialized experience includes: demonstrated experience in editing documents, including technical documents. Must demonstrate the ability to work independently or under only general direction.

#### **Functional Responsibility:**

Assist in collection and organizing information required for preparation of user manuals, training materials, installation guides, proposals, press releases, talking points, white papers, reports and

other written communications. Edit functional descriptions, system specifications, user manuals, special reports, or any other customer deliverables and documents. Assists in performing financial and administrative functions as required in project specifications.

## **TECH WRITER II**

### **Minimum Education:**

B.S. Degree in English or Journalism or related field and at least five years of experience performing the foregoing technical writing/editing functions. At least two years of the individual's foregoing total experience must have consisted of performing technical writing/editing functions with respect to data collection, data reduction, analysis, or related work.

### **Minimum/General Experience:**

A minimum of five (5) years of experience, of which at least three must be specialized. Specialized experience includes: demonstrated experience in editing documents, including technical documents. Must demonstrate the ability to work independently or under only general direction.

### **Functional Responsibility:**

Develops, drafts, revises, and edits reports, articles, manuals, specifications, presentation materials, press releases, talking points, white papers, and other technical documents, using rough outlines and materials. Interprets information obtained through research and provided by technical specialists. Applies knowledge of documentation content and format standards to prepare, edit, and publish technical materials.

## **TECH WRITER III**

### **Minimum Education:**

B.S. in English or Journalism or related field and at least five years of experience performing the foregoing technical writing/editing functions. At least two years of the individual's foregoing total experience must have consisted of performing technical writing/editing functions with respect to data collection, data reduction, analysis or related work.

### **Minimum/General Experience:**

A minimum of eight (8) years of experience, of which at least six must be specialized. Specialized experience includes: demonstrated experience in editing documents, including technical documents. Must demonstrate the ability to work independently or under only general direction.

### **Functional Responsibility:**

Develops, drafts, revises, and edits reports, articles, manuals, specifications, presentation materials, and other technical documents, using rough outlines and materials. Interprets information obtained through research and provided by technical specialists. Applies knowledge of documentation content and format standards to prepare, edit, and publish technical materials.

**MANAGEMENT ANALYST I, II, III****MANAGEMENT ANALYST I:****Minimum Education:**

A.A. or A.S. degree. Four (4) years specialized experience may be substituted for education.

**Minimum/General Experience:**

Five (5) year of experience in one of the disciplines associated with the functional area labor category. The Management Analyst I has the broad functional experience in a variety of media/marketing platforms and the expertise to implement communications strategies among those platforms.

**Functional Responsibility:** The media/marketing technology specialist is responsible for executing a marketing/media technology related project requirements including utilizing social media properties and for scheduling, disseminating and reporting on digital content. In addition, (s) he is responsible for supporting the creative development and deployment among social communities on various platforms such as Facebook, Twitter, LinkedIn, YouTube, Additional responsibilities include:

- Posting of digital content
- Interface with social/digital platforms to implement strategy
- Writing/Editing of content for optimal platform based deployment
- Undertakes studies and analyses to identify areas for productivity improvements.
- Makes use of tools, spreadsheets and databases in performing job duties.

**MANAGEMENT ANALYST II:****Minimum Education:**

B.S. degree. Eight (8) years specialized experience may be substituted for education.

**Minimum/General Experience:**

Eight (8) year of experience in one of the disciplines associated with the Management Analyst labor category. The Management Analyst II has the broad functional experience in a variety of new media/marketing platforms and the expertise to implement communications strategies among those platforms.

**Functional Responsibility:** The media/marketing technology specialist is responsible for executing a social media or technology related project requirement including utilizing social media properties and for scheduling, disseminating and reporting on digital content. In addition, (s) he is responsible for supporting/assisting with the creative development and deployment to social communities (i.e. creative development of backgrounds on Facebook, Twitter, LinkedIn, YouTube, FB tabs and contest submission forms) and assists in developing social media campaigns with internal business partners. Additional responsibilities include:

- Posting of digital content

- Guidance and direction to Management Analyst I
- Interface with social/digital platforms to implement strategy
- Writing/Editing of content for optimal platform based deployment
- Undertakes studies and analyses to identify areas for productivity improvements.
- Makes use of tools, spreadsheets and databases in performing job duties.

### **MANAGEMENT ANALYST III:**

#### **Minimum Education:**

B.S. degree. Eight (8) years specialized experience may be substituted for education.

#### **Minimum/General Experience:**

Eight (8) year of experience in one of the disciplines associated with the Management Analyst labor category. The Management Analyst III has the broad functional experience in a variety of media/marketing platforms and the expertise to implement communications strategies among those platforms.

#### **Functional Responsibility:**

The media/marketing technology specialist is responsible for executing a social media or technology related project requirement including utilizing social media properties and for scheduling, disseminating and reporting on digital content. In addition, (s) he is directly involved in the creative development and deployment of the project strategy and its tactical execution among social communities (i.e. creative development of backgrounds on Facebook, Twitter, LinkedIn, YouTube, FB tabs and contest submission forms) and assists in developing social media campaigns with internal business partners. Additional responsibilities include:

- Posting of digital content
- Guidance and direction to Management Analyst I and Management Analyst II
- Interface with social/digital platforms to implement strategy
- Writing/Editing of content for optimal platform based deployment
- Undertakes studies and analyses to identify areas for productivity improvements.
- Makes use of tools, spreadsheets and databases in performing job duties.

### **INSTRUCTIONAL DESIGNER I, II, III**

#### **INSTRUCTIONAL DESIGNER I**

##### **Minimum Education:**

B.S. degree in technical or related field, computer science, information technology, or education, or with two additional years of experience or an Associate's degree in a related field with technology certification

##### **Minimum/General Experience:**



Requires two (2) years of online development experience. Also requires basic knowledge of the principles, methods, and techniques used in technology-based applications as well as knowledge of the use and application of off-the-shelf tools and associated equipment and systems.

**Functional Responsibility:**

Designs and develops innovative approaches and applications to meet training requirements; conducts analysis and training requirements for media requirements; develops appropriate objectives and test methods and designs valid materials; participates in the design and development of computer based training, web-based training, electronic performance support systems and other technology-based solutions; develops flow diagrams and story boards.

**INSTRUCTIONAL DESIGNER II****Minimum Education:**

B.S. degree in technical or related field, computer science, instructional technology, or education, or with two additional years of experience or an Associate's degree in a related field with instructional technology certification

**Minimum/General Experience:**

Requires five (5) years of experience in internet content development. Also requires knowledge of the principles, methods, and techniques used in technology based solutions as well as the use and application of off-the-shelf tools and associated equipment and systems.

**Functional Responsibility:**

Designs and develops innovative approaches and/or strategies to meet project requirements; conducts analysis of requirements and media requirements; develops appropriate objectives and test methods and designs broad materials; ensures integrity of task analysis, project requirements, training hierarchies, instructional materials, and evaluation plans; designs and develops performance support systems and other technology-based solutions; develops flow diagrams and story boards; designs instructionally sound content in a variety of delivery media; interacts with customer and subject matter experts to ensure technical accuracy of content.

**INSTRUCTIONAL DESIGNER III****Minimum Education:**

B.S. degree in technical or related field, computer science, instructional technology, or education, or with six additional years of experience or an Associate's degree in a related field with instructional technology certification

**Minimum/General Experience:**

Minimum eight (8) years of experience in internet content development as well as thorough knowledge of the principles, methods, and techniques used in technology based solutions and use and application of off-the-shelf tools and associated equipment and systems.

**Functional Responsibility:**



Designs and develops innovative approaches and/or strategies to meet project requirements; conducts analysis of project requirements and media requirements; develops appropriate objectives and test methods and designs valid training materials; ensures integrity of project task, requirements, hierarchies, instructional materials, and evaluation plans; designs and develops computer based training, web-based training, electronic performance support systems and other technology-based solutions; develops flow diagrams and story boards; designs a variety of delivery media; interacts with customer and subject matter experts to ensure technical accuracy of content; may provide guidance and work leadership to lower-level personnel.

## **SME I, II, III**

### **SUBJECT MATTER EXPERT I:**

#### **Minimum Education:**

B.S. degree in Business, Political Science, Organizational Development, Industrial Psychology, Communications, or related field; Masters Degree preferred or have equivalent work experience.

#### **Minimum/General Experience:**

Minimum eight (8) years of experience in policy/communications as well as thorough knowledge of the principles, methods, and techniques used in the subject area. The Legislative Specialist researches, evaluates and reviews emerging or proposed policy and regulatory issues or policies having a direct or indirect impact on the client. Provides analytical support, technical, legislative guidance and research services and remains abreast of pending legislative and regulatory issues at all levels. Reviews and assesses the potential impact of these issues and formulates or assists in the formulation of appropriate responses. The Legislative Specialist helps to identify and research opportunities for prospective proposals of regulatory changes and routinely provides relevant topical synopsis to appropriate senior management on emerging legislative and regulatory issues.

#### **Functional Responsibility:**

Additionally, Subject Matter Experts will provide the following:

- Responsible for providing analysis, research, training, and functional knowledge of programs and systems to customers, end-users, and staff
- Participates in systems requirements and design meetings to provide business expertise and ensure compliance with applicable laws, regulations, and standard business processes
- Demonstrates broad knowledge of Federal programs that integrate with agency solutions
- Possesses strong oral and written skills

### **SUBJECT MATTER EXPERT II:**

#### **Minimum Education:**

B.S. degree in Business, Political Science, Organizational Development, Industrial Psychology, Communications, or related field; Masters Degree preferred or have equivalent work experience.

**Minimum/General Experience:**

Minimum ten (10) years of experience in policy/communications as well as thorough knowledge of the principles, methods, and techniques used in the subject area. The Legislative Specialist researches, evaluates and reviews emerging or proposed policy and regulatory issues or policies having a direct or indirect impact on the client. Provides analytical support, technical, legislative guidance and research services and remains abreast of pending legislative and regulatory issues at all levels. Reviews and assesses the potential impact of these issues and formulates or assists in the formulation of appropriate responses. The Legislative Specialist helps to identify and research opportunities for prospective proposals of regulatory changes and routinely provides relevant topical synopsis to appropriate senior management on emerging legislative and regulatory issues.

**Functional Responsibility:**

Additionally, Subject Matter Experts will provide the following:

- Responsible for providing analysis, research, training, and functional knowledge of programs and systems to customers, end-users, and staff
- Participates in systems requirements and design meetings to provide business expertise and ensure compliance with applicable laws, regulations, and standard business processes
- Demonstrates broad knowledge of Federal programs that integrate with agency solutions
- Possesses strong written and research skills
- Provides functional leadership to SME I

**SUBJECT MATTER EXPERT III:**

**Minimum Education:**

B.S. degree in Business, Political Science Organizational Development, Industrial Psychology, Communications, or related field; Masters Degree preferred or have equivalent work experience.

**Minimum/General Experience:**

Minimum twelve (12) years of experience in policy/communications as well as thorough knowledge of the principles, methods, and techniques used in the subject area. The Legislative Specialist researches, evaluates and reviews emerging or proposed policy and regulatory issues or policies having a direct or indirect impact on the client. Provides analytical support, technical, legislative guidance and research services and remains abreast of pending legislative and regulatory issues at all levels. Reviews and assesses the potential impact of these issues and formulates or assists in the formulation of appropriate responses. The Legislative Specialist helps to identify and research opportunities for prospective proposals of regulatory changes and routinely provides relevant topical synopsis to appropriate senior management on emerging legislative and regulatory issues.

**Functional Responsibility:**

Additionally, Subject Matter Experts will provide the following:

- Responsible for providing analysis, research, training, and functional knowledge of programs and systems to customers, end-users, and staff
- Participates in systems requirements and design meetings to provide business expertise and ensure compliance with applicable laws, regulations, and standard business processes
- Demonstrates broad knowledge of Federal programs that integrate with agency solutions
- Possesses strong research and writing skills
- Provides guidance and functional area management for the SME I and SME II

## GRAPHICS SPECIALIST I, II, III

### GRAPHICS SPECIALIST I:

#### **Minimum Education:**

B.S. Degree in graphic design, fine arts. Eight (8) years specialized experience may be substituted for education.

#### **Minimum/General Experience:**

Minimum five (5) years of experience in instructional development as well as thorough knowledge of the principles, methods, and techniques used in technology based training and use and application of off-the-shelf tools and associated equipment and systems.

#### **Functional Responsibility:**

Shall support the development of all contract deliverables and reports by developing and updating graphics presentations to improve the quality and enhance the usability of these documents. Shall be responsible for integrating the graphics generated with automated tools and the deliverable documents.

Additionally, a Graphic Specialist I will provide the following:

- Extensive design experience in brand identity, collateral, print advertising, typography and websites
- 3 years of experience with print vendor relations and management
- Must be able to provide a portfolio that includes graphic design samples
- Superior knowledge of layout principles and an esthetic design concept
- Can easily determine size and arrangement of illustrative material and copy, select style and size of type, and create sample layouts
- Proven ability to creatively design sales, advertising and public relations materials including logos, marketing collateral, educational materials, and web sites
- Excellent ability to develop art and copy layouts using a variety of media to meet specific promotional needs
- Outstanding expertise in graphic design software such as Adobe Photoshop, Adobe Illustrator, and Quark XpressAbility
- A strong foundation in interface design, computer animation, multimedia development and web page design; expert-level experience with HTML, Flash, and 3D applications

## **ADMINISTRATIVE SPECIALIST I, II, III**

### **ADMINISTRATIVE SPECIALIST I**

**Minimum Education:**

High school diploma or GED.

**Minimum/General Experience:**

No previous experience required.

**Functional Responsibility:**

Follows a number of specific procedures in completing several repetitive clerical steps performed in a prescribed or slightly varied sequence, such as coding and filing documents in an extensive alphabetical file, simple posting to individual accounts, opening mail, running mail through metering machines, and calculating and posting charges to departmental accounts. Little or no subject-matter knowledge is required, but the clerk needs to choose the proper procedure for each task.

### **ADMINISTRATIVE SPECIALIST II**

**Minimum Education:**

A.S. or A.A. degree. or two years of technical school.

**Minimum/General Experience:**

Two (2) years of experience.

**Functional Responsibility:**

Follows a number of specific procedures in completing several repetitive clerical steps performed in a prescribed or slightly varied sequence, such as coding and filing documents in an extensive alphabetical file, simple posting to individual accounts, opening mail, running mail through metering machines, and calculating and posting charges to departmental accounts. Little or no subject-matter knowledge is required, but the clerk needs to choose the proper procedure for each task.

### **ADMINISTRATIVE SPECIALIST III**

**Minimum Education:**

B.S. degree. Eight (8) years specialized experience may be substituted for education.

**Minimum/General Experience:**

Five (5) years of experience.

**Functional Responsibility:**

Follows a number of specific procedures in completing several repetitive clerical steps performed in a prescribed or slightly varied sequence, such as coding and filing documents in an

extensive alphabetical file, simple posting to individual accounts, opening mail, running mail through metering machines, and calculating and posting charges to departmental accounts. Little or no subject-matter knowledge is required, but the clerk needs to choose the proper procedure for each task.

### **BUSINESS/FINANCIAL ANALYST I, II, III**

#### **BUSINESS ANALYST I**

##### **Minimum Education:**

A.A. or A.S. degree. Four (4) years specialized experience may be substituted for education.

##### **Minimum/General Experience:**

Five (5) year of experience in one of the disciplines associated with the Analyst labor category. Understands fundamental concepts, processes, practices, and procedures of the specific professional or technical assignment or in specialty area. Performs tasks that are routine and learns to apply training to practice. Uses established procedures and works under close supervision in support of assigned project.

##### **Functional Responsibility:**

Applies management analysis processes, statistical methods, and advanced technical and analytical research techniques to determine solutions based on client requirements with an IT services/solutions-based scope. Analyzes operational activities to obtain a quantitative, rational basis for decision making and resource allocation. Employs process improvements and reengineering methodologies and principles for modernization of systems and projects. Creates project plans to achieve performance-based objectives, enhancing implementation, systems and service. Provides integral support in mission requirements determination, conceptualization, design, development, testing, verification and validation, documentation, and implementation of system applications.

#### **BUSINESS ANALYST II**

##### **Minimum Education:**

B.S. degree. Eight (8) years specialized experience may be substituted for education.

##### **Minimum/General Experience:**

Eight (8) years of experience in one of the disciplines associated with the Analyst labor category. Understands fundamental concepts, processes, practices, and procedures of the specific professional or technical assignment or in specialty area. Performs tasks that are routine and learns to apply training to practice. Uses established procedures and works under close supervision in support of assigned project.

##### **Functional Responsibility:**

Applies management analysis processes, statistical methods, and advanced technical and analytical research techniques to determine solutions based on client requirements with an IT services/solutions-based scope. Analyzes operational activities to obtain a quantitative, rational

basis for decision making and resource allocation. Employs process improvements and reengineering methodologies and principles for modernization of systems and projects. Creates project plans to achieve performance-based objectives, enhancing implementation, systems and service. Provides integral support in mission requirements determination, conceptualization, design, development, testing, verification and validation, documentation, and implementation of system applications.

### **BUSINESS ANALYST III**

#### **Minimum Education:**

B.S. degree. Eight (8) years specialized experience may be substituted for education.

#### **Minimum/General Experience:**

Ten (10) years of experience in one of the disciplines associated with the Analyst labor category. Understands fundamental concepts, processes, practices, and procedures of the specific professional or technical assignment or in specialty area. Performs tasks that are routine and learns to apply training to practice. Uses established procedures and works under close supervision in support of assigned project.

#### **Functional Responsibility:**

Applies management analysis processes, statistical methods, and advanced technical and analytical research techniques to determine solutions based on client requirements with an IT services/solutions-based scope. Analyzes operational activities to obtain a quantitative, rational basis for decision making and resource allocation. Employs process improvements and reengineering methodologies and principles for modernization of systems and projects. Creates project plans to achieve performance-based objectives, enhancing implementation, systems and service. Provides integral support in mission requirements determination, conceptualization, design, development, testing, verification and validation, documentation, and implementation of system applications.

### **CONSULTANT I, II, III**

#### **CONSULTANT I:**

##### **Minimum Education:**

B.S. degree in related field. Eight (8) years specialized experience may be substituted for education.

##### **Minimum/General Experience:**

Ten (10) years of experience as a recognized authority across multiple areas of expertise. Consultant provides leadership at a high technical and programmatic level for teams to accomplish customer sponsored projects, including new program development. Leadership comprises problem definition, identification of avenues of approach, identification of applicable resources, and execution of tasks within the project.

**Functional Responsibility:** Consultant will provide expert oversight and bring a subject matter expertise to the project that offers additional value for the government customer. These project specific tasks may include stakeholder management and outreach, broad coalition support and recruitment, functional area expertise and guidance.

Additionally, a Consultant I will provide the following:

- Demonstrated experience performing project tasks.
- Experience in one or more of the key project areas.
- Supports implementation of business operations improvements or project tasks.

## **CONSULTANT II:**

### **Minimum Education:**

B.S. degree in related field. Eight (8) years specialized experience may be substituted for education.

### **Minimum/General Experience:**

Twelve (12) years of experience as a recognized authority across multiple areas of expertise and provides leadership at the highest technical and programmatic levels for teams to accomplish customer-sponsored projects, including new program development. Leadership comprises problem definition, identification of avenues of approach, identification of applicable resources, and execution of tasks within the project.

**Functional Responsibility:** Consultant will provide expert oversight and bring a subject matter expertise to the project that offers additional value for the government customer. These project specific tasks may include stakeholder management and outreach, broad coalition support and recruitment, functional area expertise and guidance.

Additionally, a Consultant II will provide the following:

- Demonstrated experience coordinating project tasks.
- Experience in one or more of the key project areas.
- Supports implementation of business operations improvements or project tasks
- Provide functional area oversight and overall project support
- Direct and provide leadership to Consultant I

## **CONSULTANT III:**

### **Minimum Education:**

B.S. degree in related field. Eight (8) years specialized experience may be substituted for education.

### **Minimum/General Experience:**

Fifteen (15) years of experience as a recognized authority across multiple areas of expertise and provides leadership at the highest technical and programmatic levels for teams to accomplish customer-sponsored projects, including new program development. Leadership comprises

problem definition, identification of avenues of approach, identification of applicable resources, and execution of tasks within the project.

**Functional Responsibility:**

Consultant will provide expert oversight and bring a subject matter expertise to the project that offers additional value for the government customer. These project specific tasks may include stakeholder management and outreach, broad coalition support and recruitment, functional area expertise and guidance.

Additionally, a Consultant III will provide the following:

- Demonstrated experience coordinating project tasks.
- Experience in one or more of the key project areas.
- Supports implementation of business operations improvements or project tasks
- Provide functional area direction and strategic counsel
- Direct the overall project strategy in regards to the functional area
- Provide oversight and management of Consultant I and Consultant II